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Itinerary Instructions and Personnel

The
Merchants' Association
of San Francisco

**Third
Wholesale Trade
Excursion**

May, 1911

From
SAN FRANCISCO
to
The Sacramento Valley
Northern California
and
Klamath Falls

Committee on Wholesale Trade

W. N. MOORE, *Chairman*

SIG. STERN	GUSTAVE BRENNER
M. S. KOHLBERG	JOHN P. CLEESE
MARTIN TRIEST	ALFRED E. RAAS
GUSTAV WORMSER	C. W. COBURN
C. F. MICHAELS	A. G. TOWNE
A. L. SCOTT	P. C. ROSSI
T. M. EARL	R. W. HILLS
F. DOHRMANN, JR.	M. S. ESBERG

Detailed Instructions and General Information

Read Carefully

Business office in compartment "B," Car number 1, next to Observation car.

Apply to Secretary, L. M. King, or Messrs. Warren Manley and Chas. R. Beitler for any information regarding details of excursion.

Both dining cars are in center of train.

Rear diner is Dining Car B; forward diner is Dining Car A.

Parties in Cars 1, 2, 3, 4 are requested to take meals in Dining Car B if seats there are vacant.

Those in Cars 5, 6, 7 are requested to take meals in Dining Car A if seats there are vacant.

This rule need not be observed if your diner is filled and there are vacant seats in the other.

Wear your badge *during entire trip*.

This avoids the necessity for introductions on train and at each stop enables your customers to identify you at once, and saves time.

Members are requested to arrange for breakfast and luncheon each day as per itinerary, so that all may finish within the allotted time and be ready to meet local reception committees in a body.

Coupon tickets cover all expenses of the trip except cigars, wines, etc., in dining cars, and in Observation Car, and luncheon at Sacramento. *Do not deliver to dining car conductor any coupons for meals not taken on train, as the party pays only for meals taken.*

The special train will leave each town *promptly on time* as shown in itinerary.

This is necessary to make the schedule.

Don't miss the train. All members are requested to be at the train *five minutes* before time set for departure.

Any person missing train is requested to notify Secretary by telegraph or otherwise, and to join the excursion again at the next station if possible.

Program for each town will be handed to you before arrival there.

Members having guests at meals on train will pay waiter \$1.00 for each extra meal, or pay with any *unused* meal coupons.

Read carefully all notices handed to you en route. They are for *your* information and to promote your comfort.

Barber shop and bathroom in *Composite Observation Car*, forward end of train. Barber services and bath free of charge to members of party.

"Official Mail Box" in Observation Car, in rear of train.

All mail and telegrams not delivered to members at each town will be placed in this *MAIL BOX*.

Stops at small towns will be for only *two minutes each*, to take on or let off guests. Don't attempt to leave train at these places.

Merchants of small towns will go into rear Observation Car when they board the train. Members having any of these merchants for customers are requested to meet them in Observation Car as soon as they board the train, and entertain them.

Details regarding guests who will board the train at these towns or who will meet our party at regular stops will be given in the daily programs.

The President being unable to attend this excursion, Mr. W. N. Moore, Chairman Wholesale Trade Committee, will head the party.



NOTE.—You are requested not to give gratuities to attaches of the train. This is included in your ticket and will be attended to by the Secretary.

Itinerary

TUESDAY, MAY 16.

- 8:20 P. M.—Leave San Francisco (Ferry Building), *via* S. P. Broad Gauge Boat.
9:00 P. M.—Leave Oakland Pier on Merchants' Association Special Train.
9:06 P. M.—Leave Sixteenth Street Depot, Oakland.
9:00 P. M. to 11 P. M.—Special Buffet Supper in Dining Cars.
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WEDNESDAY, MAY 17.

Arrive Oroville in early morning.

- 7:00 A. M. to 8:30 A. M.—Breakfast in train.
8:30 A. M.—Ten Minute Reception at Station by Reception Committee Oroville Business Men's Association.
8:30 A. M. to 12:00—Visit Oroville Merchants.
12:00 Noon.—Leave Oroville.
11:30 A. M. to 1:15 P. M.—Luncheon on Train.
12:15 P. M.—Arrive Palermo. Stop two minutes for guests.
12:35 P. M.—Arrive Honcut. Stop two minutes for guests.
1:25 P. M.—Arrive Marysville.
Ten Minute Reception at Station by Reception Committee of Marysville Chamber of Commerce.

1:25 P. M. to 6:00 P. M.—Visit Marysville Merchants and those in Yuba City.

6:00 P. M. to 8:00 P. M.—Dinner on train.

8:30 P. M.—Smoker and Reception at Elks' Club
Tendered by Marysville Merchants.

THURSDAY, MAY 18.

7:30 A. M.—Leave Marysville.

7:00 A. M. to 8:15 A. M.—Breakfast on Train.

8:00 A. M.—Arrive Live Oak. Stop two minutes to take on guests.

8:15 A. M.—Arrive Gridley.

Ten Minute Reception at Station by
Reception Committee of Gridley
Merchants' Protective Association.

8:15 A. M. to 9:15 A. M.—Visit Gridley Merchants.

9:15 A. M.—Leave Gridley.

9:25 A. M.—Arrive Biggs. Stop two minutes to let off guests.

9:55 A. M.—Arrive Nelson. Stop two minutes to take on guests.

10:15 A. M.—Arrive Durham. Stop two minutes to take on guests.

10:35 A. M.—Arrive Chico.

Ten Minute Reception at Station by
Reception Committee of Chico
Business Men's Club.

10:35 A. M. to 3:00 P. M.—Visit Chico Merchants.

12:00 Noon to 1:30 P. M.—Luncheon at Diamond Hotel (Diamond Grill) and in Dining Car "B" on Train.

3:00 P. M.—Leave Chico.

3:40 P. M.—Arrive Vina. Stop two minutes to let off guests.

4:05 P. M.—Arrive Los Molinos. Stop two minutes to let off guests.

4:20 P. M.—Arrive Tehama. Stop two minutes to let off guests.

4:55 P. M.—Arrive Red Bluff.

Ten Minute Reception at Station by Reception Committee of Red Bluff Merchants' Association.

5:00 P. M. to 6:00 P. M.—Visit Red Bluff Merchants.

6:00 P. M. to 8:00 P. M.—Dinner on Train.

8:30 P. M.—Smoker and Reception at Merchants' Association Rooms in the Court House. Tendered by Red Bluff Merchants.

FRIDAY, MAY 19.

7:00 A. M.—Leave Red Bluff.

6:30 A. M. to 8:00 A. M.—Breakfast on Train.

7:45 A. M.—Arrive Cottonwood. Stop two minutes to take on guests.

8:00 A. M.—Arrive Anderson.

Ten Minute Reception at Station by Reception Committee of Anderson Chamber of Commerce.

8:00 A. M. to 9:00 A. M.—Visit Anderson Merchants.

9:00 A. M.—Leave Anderson.

9:25 A. M.—Arrive Redding.

Ten Minute Reception at Station by
Reception Committee of Redding
Chamber of Commerce.

9:25 A. M. to 12:00 M.—Visit Redding Merchants.

12:00 Noon.—Leave Redding.

11:30 A. M. to 1:20 P. M.—Luncheon on Train.

12:27 P. M.—Arrive Keswick. Stop two minutes
to let off guests.

12:55 P. M.—Arrive Coram. Stop two minutes
to let off guests.

1:20 P. M.—Arrive Kennet.

Ten Minute Reception at Station by
Reception Committee of Kennet
Merchants.

1:20 P. M. to 2:15 P. M.—Visit Kennet Merchants.

2:15 P. M.—Leave Kennet.

3:20 P. M.—Arrive Delta. Stop two minutes to
take on guests.

5:00 P. M.—Arrive Dunsmuir.

Ten Minute Reception at Station by
Reception Committee of Dunsmuir Merchants' Association.

5:00 P. M. to 6:00 P. M.—Visit Dunsmuir Merchants.

6:00 P. M. to 8:30 P. M.—Dinner on Train.

6:50 P. M.—Leave Dunsmuir.

7:15 P. M.—Arrive Shasta Springs. Stop fifteen
minutes.

8:40 P. M.—Arrive Weed. Stop all night. No
Program. Rest.

SATURDAY, MAY 20.

6:30 A. M. to 8:30 A. M.—Breakfast on Train.

7:30 A. M. to 8:30 A. M.—Visit Sawmill in Operation and Weed Lumber Co.'s Store.

NOTE: The Special Train will travel from Weed to Grass Lake in two sections. Trains will be reunited at Grass Lake.

8:30 A. M.—First Section of Train leaves Weed. Arrive Grass Lake 10:00 A. M.

8:40 A. M.—Second Section of Train leaves Weed. Arrive Grass Lake 10:10 A. M.

10:10 A. M.—Leave Grass Lake.

11:15 A. M.—Arrive MacDoel. Stop ten minutes to meet merchants.

11:45 A. M.—Arrive Dorris. Stop two minutes to let off guests.

11:30 A. M. to 1:00 P. M.—Luncheon on Train.

1:00 P. M.—Arrive Klamath Falls, Oregon.

Ten Minute Reception at Station by Reception Committee of Klamath Falls Chamber of Commerce.

1:00 P. M. to 6:00 P. M.—Visit Klamath Falls Merchants.

6:00 P. M. to 8:00 P. M.—Dinner on Train.

8:30 P. M.—Smoker and Reception in Iris Theater and Stereopticon Address on Government Reclamation Work.

SUNDAY, MAY 21.

- 7:00 A. M. to 8:30 A. M.—Breakfast on Train.
8:30 A. M.—Leave Klamath Falls for Upper Lake.
9:00 A. M.—Arrive Steamer Landing, Upper Klamath Lake.
9:10 A. M.—Leave on Steamer "Klamath" (chartered for our party) for all day trip around Upper Klamath Lake.
11:30 A. M.—Arrive Eagle Ridge Tavern.
12:30 P. M. to 1:30 P. M.—Special Luncheon at Tavern.
2:00 P. M.—Leave Eagle Ridge Tavern.
5:00 P. M.—Arrive Boat Landing.
5:00 P. M.—Special Train leaves Boat Landing.
5:30 P. M.—Arrive Klamath Falls Depot.
6:00 P. M. to 8:00 P. M.—Dinner on Train.
8:30 P. M. to 10:30 P. M.—Reception on Train. Tendered by Our Party to the Klamath Falls Merchants.
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MONDAY, MAY 22.

- 1:00 A. M.—Leave Klamath Falls.
7:00 A. M. to 8:30 A. M.—Breakfast on Train.
7:30 A. M.—Arrive Edgewood. Stop two minutes to take on guests.
8:00 A. M.—Arrive Gazelle. Stop two minutes to take on guests.
8:30 A. M.—Arrive Montague (change to Yreka R. R. Special Train).

8:30 A. M.—Leave Montague.

9:00 A. M.—Arrive Yreka.

Ten Minute Reception at Station by
Reception Committee, Yreka Mer-
chants' Association.

9:00 A. M. to 11:00 A. M.—Visit Yreka Mer-
chants.

11:00 A. M.—Leave Yreka.

11:30 A. M.—Arrive Montague.

11:30 A. M. to 12:00 Noon.—Visit Montague
Merchants.

12:00 Noon.—Leave Montague.

12:00 Noon to 2:00 P. M.—Luncheon on Train.

12:40 P. M.—Stop at Gazelle to let on guests.

1:10 P. M.—Stop at Edgewood to let off guests.

2:15 P. M.—Arrive at Sisson.

Ten Minute Reception at Station by
Reception Committee Sisson Pro-
motion Association.

2:15 P. M. to 3:00 P. M.—Visit Sisson Mer-
chants.

3:00 P. M.—Leave Sisson.

6:00 P. M. to 8:00 P. M.—Dinner on Train.

8:30 P. M.—Arrive Redding (Second Visit).

8:30 P. M.—Reception and Smoker at Elks'
Club, Tendered by Redding Mer-
chants.

TUESDAY, MAY 23.

5:00 A. M.—Leave Redding.

6:30 A. M. to 8:00 A. M.—Breakfast on Train.

7:30 A. M.—Arrive Corning.

- 8:00 A. M.—Ten Minute Reception at Station by
Reception Committee Corning
Chamber of Commerce.
- 8:00 A. M. to 9:00 A. M.—Visit Corning Mer-
chants.
- 9:00 A. M.—Leave Corning.
- 9:32 A. M.—Arrive Orland.
Ten-Minute Reception at Station by
Reception Committee Orland
Chamber of Commerce.
- 10:30 A. M.—Leave Orland.
- 11:00 A. M.—Arrive Germantown. Stop two min-
utes to take on guests.
- 11:15 A. M.—Arrive Willows.
Ten Minute Reception at Station by
Reception Committee of Greater
Willows Promotion Association.
- 11:15 A. M. to 12:45 P. M.—Visit Willows Mer-
chants.
- 12:45 P. M.—Leave Willows.
- 12:00 Noon to 2:00 P. M.—Luncheon on Train.
- 1:40 P. M.—Arrive Maxwell. Stop two minutes
to take on guests.
- 2:05 P. M.—Arrive Colusa Junction.
Change to Special Train Colusa &
Lake R. R.
- 2:15 P. M.—Leave Colusa Junction.
- 2:45 P. M.—Arrive Colusa.
Ten Minute Reception at Station by
Reception Committee of Colusa
Business Men's Association.
- 2:45 P. M. to 4:00 P. M.—Visit Colusa Mer-
chants.
- 4:00 P. M.—Leave Colusa.

4:30 P. M.—Arrive Colusa Junction. (Change to Regular Special Train.)

4:35 P. M.—Leave Colusa Junction.

4:45 P. M.—Arrive Williams. Stop two minutes to take on guests.

5:30 P. M.—Arrive Arbuckle.

7:00 P. M.—Leave Arbuckle.

6:00 P. M. to 8:00 P. M.—Dinner on Train.

8:10 P. M.—Arrive Woodland.

Ten Minute Reception at Station by Reception Committee of Woodland Merchants' Association.

8:30 P. M.—Reception and Smoker in Oaks Club, I. O. O. F. Hall, tendered by Woodland Merchants.

WEDNESDAY, MAY 24.

7:00 A. M. to 8:30 A. M.—Breakfast on Train.

8:00 A. M. to 10:00 A. M.—Visit Woodland Merchants.

10:00 A. M.—Leave Woodland.

11:00 A. M.—Arrive Sacramento.

Ten Minute Reception at Station by Reception Committee of Sacramento Retail Merchants' Association.

11:00 A. M. to 5:30 P. M.—Visit Sacramento Merchants. No luncheon served on train today.

5:30 P. M.—Leave Sacramento.

5:30 P. M. to 8:00 P. M.—Dinner on Train.

7:30 P. M. to 8:00 P. M.—Rally in Car 1 to discuss trip.

8:30 P. M.—Arrive Oakland Pier.

9:00 P. M.—Arrive San Francisco.

Personnel

W. A. APPEL Secretary C. A. Hutton Flour Co., Inc.....	Flour	✓
GROVE P. AYERS, Manager Holbrook, Merrill & Stetson....	Stoves and Plumbing Supplies.	
SIGMUND BAUER, Manager Jules Levy & Bro., Inc.....	Laces and Embroideries	✓
CHARLES R. BEITLER, Office Assistant..The Merchants' Association of San Francisco		✓
C. BERENDSEN, Managing Director Hinz & Landt, Inc.....	Millinery	✓
WM. R. BERRY, Assistant Cashier Crocker National Bank.....	Banking	✓
CHAS. BRANDENSTEIN, Member M. J. Brandenstein & Co.....	Tea, Coffee, Rice and Matting.	✓
WM. S. BRODERICK, Sales Manager California Barrel Co.....	Coopers	✓
GEORGE C. BROWNE, Manager National Pharmacy Co..... <i>150-200-104</i>	Drugs	✓
JULIUS BROWNSTEIN, Secretary Standard Biscuit Co.....	Crackers and Biscuits	✓
SAM W. BURTCHAELL, Vice-President Dolliver & Bro.....	Leather Findings	
LEON CARRAU, President Carrau & Green.....	Jewelers	✓
H. V. CARTER, President Pacific States Electric Co..... <i>150-200-104</i>	Electrical Supplies	✓
SAMUEL A. CLARKE, Director William Cluff Co.....	Groceries, Cigars and Tobacco	✓
HERBERT E. CLAYBURGH, Partner Clayburgh Bros.....	Silks	✓
JOHN P. CLEESE, President John P. Cleese Co., Inc.....	Mattresses	✓

Member C. L. DAVIS,
Assistant Cashier Wells Fargo and Nevada National Bank of
San Francisco Banking

W. F. DAVIS,
President W. Davis & Sons..... Saddlery and Harness

Member W. E. DENNISON,
President Steiger Terra Cotta & Pottery Works.....
Sewer Pipe and Terra Cotta

Member SAMUEL DINKELSPIEL,
President L. Dinkelspiel Co..... Dry and Fancy Goods

Member F. DOHRMANN, JR.,
Vice-President and General Manager Nathan-Dohrmann Co..
Crockery, Glassware, Silverware, Art Goods

O RITCHIE L. DUNN,
General Manager American Biscuit Co.. Crackers and Candy

Member T. M. EARL,
Secretary and Sales Manager Nolan-Earl Shoe Co.. Boots and
Shoes.

Member THOS. R. EDWARDS,
Manager Jas. W. Edwards Co..... Dental Supplies

Member H. ELOESSER,
Secretary Eloesser-Heynemann Co..... Overalls and Shirts

CAM S. FALK,
Director Greenebaum, Weil & Michels.. Men's Furnishing
Goods.

CHAS. S. FEE,
Passenger Traffic Manager..... Southern Pacific Company

E. B. GIMBAL,
Partner Gimbal Bros..... Confectioners

Member H. GOEDGE,
Manager Wrapping Paper Department, Zellerbach Paper Co..
Paper Dealers

THOS. A. GRAHAM,
General Freight Agent..... Southern Pacific Company

and out H. B. GREEN,
Sales Agent The Pennsylvania Steel Co..... Steel

W. S. GREENFIELD,
Manager H. W. Johns-Manville Co.. Asbestos Materials, Pack-
ings, Building Paper,
Electrical Supplies, and
Roofings.

Member CHAS. W. HAAS,
Secretary Haas Bros..... Groceries and Provisions.
Agents for Quicksilver.

- LOUIS S. HAAS,
Secretary and Sales Manager Crown Distilleries Co..Liquors ✓
- L. W. HARPHAM,
President Harpham & Jansen.....Leather
- JULIEN HART,
Member B. Hart & Bro.....Silks ✓
- T. A. HAYS,
Vice-President Western Pipe & Steel Co....Sheet Iron and
Steel Pipe.
- E. L. HEUTER,
President Bass-Heuter Paint Co.....Paints, Oils, Varnishes ✓
- E. C. HEUTER,
Vice-President Bass-Heuter Paint Co..Paints, Oils, Varnishes ✓
- SAM HEYMAN,
Secretary and Manager The Heyman-Well Co.....
Wooden and Willow Ware and Kitchen Utensils ✓
- WM. H. HIGH,
Assistant Cashier The Anglo & London Paris Nat'l Bank..
Banking ✓
- CAREY S. HILL
California Development Board
- ALBERT HIRSCHFELD,
Secretary Levi Strauss & Co.....Men's Furnishings ✓
- H. M. HOLBROOK,
Treasurer Holbrook, Merrill & Stetson....Metals, Tinware,
Stoves and Plumbing Supplies ✓
- ST. GEORGE HOLDEN,
Secretary and Treasurer Holden-Deuprey Co..Sash Doors and
10-20-137 Mill Work. ✓
- CHAS. HUYCK,
Director Langley & Michaels Co.....Drugs ✓
- D. ISAACS,
Head of Firm, Luscombe & Isaacs.....Manufacturers' Agents ✓
- S. O. JOHNSON,
President Klamath Development Co.....Real Estate ✓
- B. JOSEPH,
Sales Manager Nathan-Dohrmann Co..Crockery, Glassware,
Silverware, Art Goods
- EMIL JUDELL,
Junior Partner H. L. Judell & Co.....Cigars and Tobacco ✓

W. D. KEYSTON,
Secretary Keyston Bros.....Whips, Harness and Saddlery

ALBERT F. KINDT,
President Sartorius Co...Ornamental Bronze and Iron Works

L. M. KING,
Secretary.....The Merchants' Association of San Francisco

WM. A. LANDRY,
Vice-President Dunham, Carrigan & Hayden.....
Hardware, Cutlery, Sporting Goods,
Electrical Supplies, Pipe and Steel,
Pipe Fittings.

Member E. M. LIND,
Secretary A. P. Hotaling & Co.....Liquors

Member RUSSELL LOWRY,
Assistant Cashier The American National Bank.....Bankers

Member J. H. MacLAFFERTY,
Vice President and Manager Pacific Coast Paper Co.....
Paper Dealers

A. S. MANGRUM,
President Mangrum & Otter.....Stoves, Ranges, Tin and
Enamel Ware, Tiling,
Heating, Hotel and
Kitchen Outfits.

WARREN MANLEY,
Assistant Secretary.....The Merchants Association of San
Francisco

Member CHARLES S. MARSHALL,
Manager of Sales, H. S. Crocker Co...Stationers, Printers,
Lithographers, and
Bookbinders.

C. W. MARWEDEL,
Head of Firm, C. W. Marwedel.....Machine Shop Supplies

WM. H. MCCARTHY,
President United Workingmen's Boot and Shoe Mfg. Co....
.....Boots and Shoes

HOWARD H. McCLELLAN
San Francisco Examiner

Member C. H. McCORMICK,
Assistant Cashier First National Bank.....Banking

Member L. J. MEANEY,
Partner Hirschfelder & Meaney.....Trunks, Suit Cases,
Traveling Bags.

Member WILLIAM METZNER,
Manager Nonotuck Silk Co.....Silks

Member W. L. MEUSSDORFFER,
Sales Manager Rudgegar-Merle Co.....Brass and Iron Beds

Member C. F. MICHAELS,
Vice-President Langley & Michaels.....Drugs

- W. N. MOORE, *400-500-1ST*
President Moore-Watson Dry Goods Co.....
Dry Goods, Notions, Furnishing Goods
- R. H. OHEA,
Assistant Secretary Paraffine Paint Co.....Paints
- W. F. OHM,
Sales Manager Blake, Moffitt & Towne.....Paper Dealers
- C. C. OLNEY,
Sales Manager Murphy, Grant & Co.....Dry Goods
- CHAS. B. PLATT,
Vice-President J. A. Folger & Co..Coffee, Teas, Spices, Bak-
ing Powder and Extracts
- ARTHUR L. PRICE
San Francisco Call
- ALFRED E. RAAS, *150-200-1ST*
President Muller & Raas.....Millinery
- HENRY RATHJEN, *10-20-1ST*
President Rathjen Mercantile Co.....Liquor Dealers
- H. C. RECK,
Manager Sundries Dept. Coffin, Redington Co.....Drugs
- ALBERT E. RICHTER, *nib*
Sales Mgr. Pacific Laundry Supply Co..Laundry Machinery
- RICHARD SCHMIDT, JR.,
Secretary Schmidt Lithograph Co...Lithographing, Printing,
Labels.
- W. H. SCOTT,
Vice-President Pacific Hardware and Steel Co.....
Hardware, Tinware, Sporting Goods, Iron and Steel
- CHAS. STALLMAN,
President Pacific Tool and Supply Co.....Tools and Machine
Shop Supplies.
- EDGAR L. STERN,
Assistant Manager A. Fleishhacker & Co.....Paper Boxes
- F. C. STRATFORD,
Sales Manager Zellerbach Paper Co.....Paper Dealers
- A. E. SUGDEN,
Sales Manager Pacific Hardware & Steel Company.....
Hardware, Tinware, Sporting Goods, Iron and Steel
- FRANK MORTON TODD,
Editor The Merchants' Association "Review".....
The Merchants' Association of San Francisco
- ARTHUR B. WATSON,
Assistant Treasurer Goodyear Rubber Co....Rubber Goods..

Member ROBERT S. WEAVER,
Cashier Pacific Cereal Association.....Food Cereals

Member C. J. WETMORE,
President Wetmore, Bowen & Co.....Liquors

Member F. W. WOLFE,
Asslstant Cashier The Bank of California.....Banking

Member GUSTAVE WORMSER,
Partner Sussman, Wormser & Co.....Grocers

o A. L. YOUNG, *20-25-15+*
President A. L. Young Machinery Co.....Machinery

